



Board of Directors Meeting
Wednesday, January 17, 2018
Legend's Restaurant
1313 W. Lindsey St.

Minutes

Board Attendance:

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| (P) Kyle Allison, City Council | (P) Randy Laffoon, SportsRadio 1400 |
| (A) Rex Amsler, Embassy Suites | (A) Alesha Leemaster, Norman Public Schools |
| (A) Adrian Buendia, Restaurant Industry | (P) Leesha Maag, Norman Arts Council |
| (P) Charles Diclemente, Marriot at NC | (A) Scott Martin, Chamber of Commerce |
| (A) Carol Dillingham, Cleveland Cty. | (P) William Murray, Montford Inn |
| (P) Helen Green, OU, College of Fine Art | (P) Michael Palermo, Restaurant Industry |
| (P) Jerry M. Hatter, Balfour of Norman | (P) Paige Williams Shepherd, Chickasaw Nation |
| (A) Mandy Haws, Attractions | (P) Andy Sherrer, Republic Bank |
| (P) Brenda Hall, City of Norman | (A) Jason Smith, NEDC |
| (A) Kevin Henry, OU Athletics | |

Call to Order

Schemm called the meeting to order at 11:41 a.m.

Minutes

Minutes from November were considered. Hatter moves to approve, Laffoon seconds, the motion passes unanimously.

Finance Report

Schemm goes over the financials from November and December. Highlights include November includes higher cash in bank due to deferred 31,000 web site. Consumer advertising and Marketing higher in comparison to this time last year and is explained by the timing of certain budgeted expenses. Convention Services is down from this time last year and reflects the fact that we are trying to be conservative this year.

Laffoon moves to approve November financials as presented, Diclemente seconds. Motion passes with no objections.

Schemm presents the financials for December. He explains the miscellaneous carryover of \$4623.00 is due to a voided check. Personal expenses down from November, still slightly higher than last year and is due to timing of leave hold over etc. and will normalize throughout the year. Murray moves to approve December financials as presented, Palermo seconds the motion. Motion passes with no objections.

Northpark Update

Sean Rieger presents on the Northpark project by thanking the board for endorsement. He states that this project is a issue of timing, the arena needs updating and it is time to start development of the northern section of Northpark. Experience spending is now seen as the way forward for cities looking to develop their tax base. The current site of the Lloyd Noble center is a tax-free location- proposed new development would not be. The projection of revenue for the city is great with the potential to attract more business from OKC. Allison states that the development would fill the niche for groups that are sized and priced out of ne OKC convention center. Hatter says that other activities beside basketball games including concerts could be held at the venue.

Rieger adds that the 8-10 thousand seats proposed for the facility has been shown to be the sweet spot for basketball games and concerts. Other communities don't have OU, would provide a guaranteed 40 nights of OU games. Palermo asks if there are plans in place to allow flexibility in the flooring to allow for equine events. Rieger doesn't know specifics but it is envisioned as a multi-use facility. Financing for the entertainment district is half a billion dollars total. Tif has been proposed for part of the financing.

TMD/Sports Commission

Schemm states that we are currently in a holding pattern, waiting for Tulsa. He says that he does not want it in place until we receive confirmation that land agreements for the Norman Forward projects are in place.

5 Year Strategic Planning

Schemm states that we need a city wide longer-range plan. DMO Proz will facilitate. The session will be March 14th from 8:30-4:30- there will be a break for lunch. This will not just be for VisitNorman- but city wide. The day before will see focus groups with stake holders.

Air B-N-B

Schemm reports that Air B-n-B has responded to request stating that a lot of communities have reached out to them and they will be in touch.

5 Year Strategic Planning Session

Schemm states that he plans on doing this in January. The session will consist of a short meeting and then ½ day planning session. He is still looking for a facilitator and will send out a doodle poll as it get closer.

Sales

Brown reports that it was a fall with 10 leads sent out with 3 of them being booked. Significant activities included BNSF Sponsorship and the Canadian Valley Poultry Show. Year to date 7,846 room nights through 8 leads booked.

Leisure

Burgess-Cady reports five groups, many from OU were serviced during November. She also reports that December was a slow month with only one group and one hotel being serviced. However, there were 23 visitors to the office.

Communications

Brickman reported that 6 months numbers are up in the tracking. Major November and December activities included a media blitz in conjunction with Frontier Country and a presentation at the Women's Leadership Luncheon. Next month the focus will be the semi-annual report.

Adjourned at 12:57 PM